

**TRANSMITTAL LETTER
(General - Patent Pending)**

Docket No.
115274-017

DEC 29 2004

Application Of: Levergood et al.

Application No.	Filing Date	Examiner	Customer No.	Group Art Unit	Confirmation No.
09/548,235	April 12, 2000	Patrice L Winder	24573	2155	6069

Title: **WEB ADVERTISING METHOD**

COMMISSIONER FOR PATENTS:

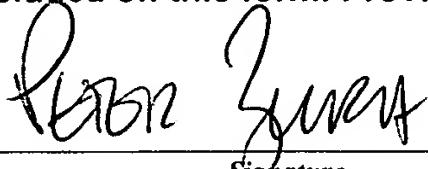
Transmitted herewith is:

Response to Office Action (6 pages) and Return Receipt Postcard

in the above identified application.

- No additional fee is required.
- A check in the amount of _____ is attached.
- The Director is hereby authorized to charge and credit Deposit Account No. **02-1818** as described below.
- Charge the amount of _____
- Credit any overpayment.
- Charge any additional fee required.
- Payment by credit card. Form PTO-2038 is attached.

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Signature

Dated: **December 23, 2004**

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I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to the "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on **December 23, 2004**.

(Date)



Signature of Person Mailing Correspondence

Renee Street

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Appl. No. 09/548,235

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Levergood et al.
Appl. No.: 09/548,235
Conf. No.: 6069
Filed: April 12, 2000
Title: WEB ADVERTISING METHOD
Art Unit: 2155
Examiner: Patrice L. Winder
Docket No.: 115274-017

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE PURSUANT TO 37 C.F.R. §1.111

Sir:

This Response is submitted in response to the Office Action dated September 23, 2004. Claims 1-12 are pending in the application. None of the claims have been amended in this response.

Oath/Declaration

The Office Action stated that a supplemental oath or declaration is required under 37 C.F.R. §1.67 because the application presents claims for “subject matter not originally claimed or embraced in the statement of the invention.” Specifically, it was submitted that the “method for charging for advertising on the web” and “the method for measuring the effectiveness of advertising” was not claimed in the parent application.

Applicants submit that the present claims are in compliance with 37 C.F.R. §1.63, and further do not require a supplemental oath or declaration pursuant to 37 C.F.R. §1.67. Specifically, 37 C.F.R. §1.67 requires a supplemental oath or declaration when a claim is presented for matter originally shown or described, but not substantially embraced in the claims originally presented. In other words, the requirements of 37 C.F.R. §1.67 does not require that every claim element be present in the originally filed claims – it is only referring to the subject matter that is claimed.